

March 30, 1942

Mr. Louis M. Bloch  
507 5th Avenue  
New York, N. Y.

Dear Lou:

Because of the longer days this spring we have decided to revise our broadcasting schedule. During the afternoons the greater part of the student body is on the playing field and even now we have noticed a slight drop in our 5-6 listening audience. The new hours will be from 7:30-11:30 in the evening. Will you kindly inform the sponsors of this fact and explain the matter to them? I hope that they will cooperate as it will be to their benefit. However, if there is any friction let me know and we'll work something out. This new period goes into effect, as now planned, Monday, April 13th.

Remember too, that our vacation is April 2nd through April 9th. Beechnut has cut out the week of the 6th in their contract. They, however, do not make any allowance for the week of the 30th of March. We can do part of this, but can't finish it. Camels has not recognized the recess at all. Please inform them of this. We leave the air at 10:30 April 1st and return at 7:30 April 13th.

I will not be in Princeton for any of the vacation. Please send all correspondence to Ben Lord 21 Patten Hall.

Thought you might be interested to know that we are moving the station to a new locality- nicer room and a much better layout.

Enclosed are the affidavits. I trust they are in shape by now.

Very truly yours,

Addison R. Taylor  
Sales Dir.